



Visible Expert Online Workshop: The Visible Expert Website

Your website can no longer be an online brochure. In today's market, your website is your most powerful marketing tool that serves as a thought leadership platform, a lead producer, and a powerful catalyst for growth.

Instructions

In this workshop, we will go through the five critical elements of a high-performance website. For each statement, select the number (on a scale from 1 to 10) that best represents you. There are two statements or anchor points for your reference that are associated with ratings of 1 and 10. For example, if you do not quite reach the 10 rating but you're close, you can give yourself an 8 or a 9.

There is also a notes section after each question. Here, we encourage you to jot down any ideas you have to improve upon your score and implement tactics you've learned throughout the workshop.

Section 1: Messaging and Imagery

My website clearly states what I do, who I do it for, and why clients should choose me.



My website does not clearly and succinctly tell visitors these three points.

My website clearly and succinctly tells visitors these three points.

SCORE:

Notes:

My website uses unique, non-cliché, professional images or illustrations.



My website uses cliché images or illustrations.

All of my imagery is unique and professional.

SCORE:	
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Notes:

Section 2: Responsive Design

My website is responsive.



Not responsive.

Fully responsive on all devices.

SCORE:

Notes:

Section 3: Educational Content

I have stock educational content.



No stock content.

I have multiple pieces of stock content for each target client.

SCORE:

Notes:

My stock content has a place to live.



My stock content is homeless.

I have a library or resources section that is easy to find and well organized.

SCORE:	
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Notes:

I am active on social media.



I do not participate in social media.

I have a social media strategy and are active on multiple networks on a daily basis.

SCORE:

Notes:

I guest post in other publications.



I do not post in any other publications.

My content is regularly published
in other publications.

SCORE:

Notes:

I publish videos.



I do not publish any videos.

I publish videos on a regular basis.

SCORE:	
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Notes:

I have a blog that is regularly updated.



I do not have a blog.

I have a blog that I update
at least weekly.

SCORE:

Notes:

Section 4: SEO

I conduct regular keyword research and implement my findings.



I do not conduct keyword research.

I conduct keyword research frequently and use keywords in title tags, meta descriptions and within my content.

SCORE:

Notes:

*My stock content titles and landing pages
are keyword optimized.*



Not really.

Yes, both are completely optimized.

SCORE:

Notes:

My flow content is keyword optimized.



No.

Yes, completely optimized.

SCORE:

Notes:

Section 5: Offers and CTAs

I include offers that move visitors through the funnel in my content.



I do not include any offers in my content.

I include offers in all of my content.

SCORE:

Notes:

Summary

There are several critical elements of a high-performance, lead-generating website for Visible Experts. Use this evaluation to determine which of these elements your website already contains and the areas that could be improved. Implement the tactics you learned in today's workshop to transform your website into your most powerful marketing tool.

About the Visible ExpertSM Program

Designed to deliver more referrals, higher profits, and faster growth, the Visible Expert Program will build a powerful marketing platform to engage your audiences and increase your visibility. Based on the most extensive research into high-growth experts ever conducted, the Visible Expert Program will ground your marketing in science and leverage your expertise to draw in the right audiences.